

# CASS™ Certified ZIP + 4® Processing

Coding Accuracy Support System (CASS™) is a certification system used by the United States Postal Service® to ensure the quality of ZIP + 4 coding systems. Processing a mailing list through a CASS certified ZIP + 4 system is required to receive USPS® presort discounts. To take advantage of automation discounts, the mailing list must be CASS Certified within 180 days of the mail date. Carrier route discounts require the mailing list be CASS Certified within 90 days of the mail date, and basic presort discounts require the mailing list be ZIP Code verified within one year of the mail date.

ZIP + 4 processing increases the quality of your address data thereby improving the deliverability of your mailing. ZIP + 4 processing will standardize address information and apply current postal codes. For a complete listing of the data we update and can add to your list see the ZIP + 4 fields checklist on the order form.

Some addresses will not be + 4 coded because they do not match the ZIP + 4 database; these are potentially problem addresses. Error codes are offered to help you understand what might be missing or incorrect with your addresses that do not + 4 code.

ZIP +4 coding works in ranges and even though an address + 4 codes, there is no guarantee it is a valid delivery point. To confirm whether or not an address is a valid USPS delivery point, we provide DPV™ as part of our ZIP + 4 processing. DPV also identifies whether or not an address is a commercial mail receiving agency.

Together, ZIP + 4 and DPV will help you eliminate undeliverable mail and reduce mailing costs.

Sample:	Input:	Output:
	Mr. and Mrs. Johnson	Mr and Mrs Johnson
	123 Apple Boulevard	123 NE Apple Blvd
	Anytown, MN 55123	Anytown MN 55123-0012

Turnaround time is one business day. A file received by noon on a given business day will be completed the following business day. Same day service is available for an extra charge. Call for more information.



2 Pine Tree Drive Ste 302  
Arden Hills, MN 55112-3715  
Support: 651-203-8290  
Fax: 651-203-8299  
[www.lortondata.com](http://www.lortondata.com)



## ZIP + 4 PROCESSING ORDER FORM (Continued)

### INPUT FILE LAYOUT – Fill out for fixed field files

<u>FIELD NAME</u>	<u>POSITION</u>	<u>LENGTH</u>
Name	_____	_____
Prefix (Mr, Mrs, Dr, etc.)	_____	_____
First name	_____	_____
Middle name / Initial	_____	_____
Last name	_____	_____
Suffix (III, Jr, Sr, etc.)	_____	_____
Company name	_____	_____
<b>Delivery address - Required</b>	_____	_____
Secondary address	_____	_____
<b>City - Required</b>	_____	_____
<b>State - Required</b>	_____	_____
<b>ZIP Code - Required</b>	_____	_____
Urbanization (Puerto Rican addresses only)	_____	_____
Record ID - Optional	_____	_____

### SENDING A JOB TO LORTON DATA

#### Send completed order form and file to:

Email: [ncoa@lortondata.com](mailto:ncoa@lortondata.com)  
FTP: [ftp.lortondata.com/incoming](ftp://ftp.lortondata.com/incoming)  
Fax: 651-203-8299

#### If not sending file via FTP or email, send physical media and form to:

Lorton Data Inc  
2 Pine Tree Drive Ste 302  
Arden Hills, MN 55112-3715

#### For more information:

Website: [www.lortondata.com](http://www.lortondata.com)  
Support Line: 651-203-8290

### BILLING INFORMATION

**Electronic transfers** must be paid by credit card. Lorton Data accepts *Visa, MasterCard, American Express and Discover*.

- COD: Fax amount before shipping?  
 Yes  No

Card #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Name on card: \_\_\_\_\_

Signature: \_\_\_\_\_

Billing address  
& ZIP Code: \_\_\_\_\_

### AUTHORIZATION (Please read and sign to authorize processing. Must be signed for processing to proceed.)

The undersigned, as an authorized agent of the Customer, hereby authorizes Lorton Data to process the Customer's files as indicated in the "Output Options" section of this form and the Customer agrees to pay the price listed for each of the output options selected. The Customer understands the nature, scope and limitations of the processing as well as the nature of the output to be generated by Lorton Data on behalf of the Customer. Customer agrees to examine output data for validity. Customer will not hold Lorton Data liable for any damages greater than the charges herein resulting from the use of invalid data. The Customer further understands that this order is subject to and will be processed solely in accordance with Lorton Data's General Terms and Conditions (Rev 4-10/19) as set forth on this form.

Authorized by \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

Name (Please print) \_\_\_\_\_



## LORTON DATA, INC. GENERAL TERMS AND CONDITIONS

(1) Invoicing. Unless otherwise provided for under Order Billing Information, Lorton Data, Inc. ("Lorton Data") will invoice You\* for services rendered and goods provided in accordance with Lorton Data's price schedule in effect on the date of Your\* Order. In addition, Lorton Data will invoice You for all out-of-pocket costs and expenses including postage, freight, shipping and handling, and insurance. Invoices are due upon receipt or such later date as pre-approved by Lorton Data's credit department. Invoices not paid in full within fifteen (15) days of the due date will accrue a service charge at the rate of 1.5% per month on the unpaid balance from the due date.

(2) Specifications and Approvals. If You wish Your Order to comply with a certain job specification, You must provide such job specification to Lorton Data with Your Order. All additions or changes to job specifications must be in writing and acknowledged by an authorized Lorton Data employee. If You do not provide Lorton Data with complete, written job specifications or two or more elements of Your written job specifications are contradictory, then Lorton Data's standard job specifications and best judgment will govern. Lorton Data may conclusively rely upon its interpretations of, and will not be liable for failure to comply with, any verbal instructions. When Lorton Data submits counts, samples or other interim results to You for Your review and approval, You shall promptly review the same, including reviewing the same for reasonableness, and advise Lorton Data of any faults, inaccuracies or problems. Unless and to the extent You promptly and specifically object, Lorton Data shall be entitled to continue processing Your Order based upon the correctness of such interim results.

(3) Deadlines. Lorton Data will use its best efforts to meet specific deadline requests made at the time You place Your Order. Deadline requests are, however, not binding on Lorton Data, and Lorton Data is not liable, in any way, for failure to meet a specific deadline request.

(4) Customer Responsibilities. To enable Lorton Data to timely and properly complete Your Order, You are responsible for and will:

- (a) provide Lorton Data with all necessary lists, records and other data applicable to Your Order,
- (b) provide Lorton Data with complete job specifications, in writing and/or on the input screen(s) of a program provided by Lorton Data,
- (c) provide Lorton Data with layouts for Your data. If no layouts are provided, Lorton Data will, at Your cost, make a reasonable effort to interpret Your data and be entitled to rely conclusively on its interpretations thereof,
- (d) promptly review Lorton Data counts, samples or other interim results, including reviewing same for reasonableness, and approve such results or advise Lorton Data of any faults, inaccuracies, or problems,
- (e) maintain adequate back-up copies of data furnished to Lorton Data to enable Lorton Data to regenerate such data which, for any reason, is lost, damaged or destroyed. If You do not maintain adequate back-up data, Lorton Data's liability for lost, damaged or destroyed data shall be limited solely to media costs not to exceed the liquidated damages sum of \$250. Lorton Data shall not be liable for data or material damaged in transit,
- (f) promptly examine all final output data received from Lorton Data for validity prior to use.

(5) Customer Warranties and Representations. You hereby warrant and represent that:

- (a) You own or have obtained proper authorization or approval to use or reuse all data provided to Lorton Data for processing on Your behalf. You agree to indemnify and hold Lorton Data and Lorton Data's officers, directors, agents and employees harmless against any and all claims, causes of action, suits, proceedings, losses, damages, demands, fees, expenses, fines, penalties and costs (including reasonable attorneys' fees and expenses) arising directly or indirectly out of Lorton Data's processing of such data on Your behalf.
- (b) You understand that use of data obtained through the processing authorized may be governed by State or Federal Law. You represent that Your purposes for obtaining this data through this processing are legitimate under these laws, and agree to abide by all State and Federal Laws regarding the use of such data.

(6) Lorton Data's Warranties and Representations. Lorton Data hereby warrants and represents that:

- (a) all of its services shall be performed in a workmanlike manner in accordance with generally accepted industry standards, and
- (b) it shall not knowingly infringe upon any then existing intellectual property right of a third party.

EXCEPT AS PROVIDED IN THIS SECTION (6), LORTON DATA MAKES NO WARRANTIES OF ANY KIND AND ALL OTHER WARRANTIES, EXPRESS OR IMPLIED, ARE HEREBY DISCLAIMED, INCLUDING WITHOUT LIMITATION THAT THE SERVICES, PRODUCTS AND RELATED OPERATIONS PERFORMED HEREUNDER WILL BE ACCURATE OR FREE FROM ERROR, AND INCLUDING WITHOUT LIMITATION THE IMPLIED WARRANTIES OF MERCHANTABILITY AND FITNESS FOR A PARTICULAR PURPOSE AND THOSE ARISING BY STATUTE OR OTHERWISE IN LAW OR FROM A COURSE OF DEALING OR USAGE IN THE TRADE.

(7) Disclaimers. LORTON DATA SHALL NOT BE LIABLE TO YOU OR TO ANY THIRD PARTY FOR ANY INDIRECT, INCIDENTAL, SPECIAL, OR CONSEQUENTIAL DAMAGES ARISING OUT OF THE WORK OR PRODUCT HEREIN AUTHORIZED INCLUDING, BUT NOT LIMITED TO, DAMAGES FOR LOST PROFITS, LOST SAVINGS, OR LOST DATA, OR FOR ANY DAMAGE RELATED TO THE USE OF OR INABILITY TO USE THE PROCESSED DATA GENERATED BY LORTON DATA EVEN IF LORTON DATA HAS BEEN ADVISED OF THE POSSIBILITY OF ANY SUCH DAMAGES. LORTON DATA'S TOTAL LIABILITY SHALL BE FOR THOSE DIRECT DAMAGES SUFFERED BY YOU DUE TO LORTON DATA'S PERFORMANCE UNDER THIS ORDER IN AN AMOUNT NOT TO EXCEED FEES ACTUALLY PAID BY YOU TO LORTON DATA FOR SERVICES DIRECTLY RELATED TO THE DAMAGES SUFFERED.

(8) Confidentiality. Lists, records, spreadsheets, manuscripts, diagrams, and/or graphics that You provide to Lorton Data shall be considered "Confidential Information". Lorton Data will disclose Confidential Information only to its employees and/or vendors who may need to know it in order to process Your Order, and to authorized persons designated by You. Lorton Data also agrees not to use such Confidential Information on its own behalf or for its own interest without Your prior consent. Confidential Information shall not include any information that (i) is or becomes available to the public through no fault of Lorton Data, (ii) is lawfully received by Lorton Data from a third party that is not subject to disclosure restrictions, (iii) is independently developed by Lorton Data without using Confidential Information, (iv) has been approved for public release by Your authorization; or (v) is known to Lorton Data without a duty of confidentiality prior to first receipt of it from You.

For data quality purposes, Lorton Data may compile statistical information on names and addresses, and information on individual address corrections. Such information shall belong to Lorton Data and shall not be considered Confidential Information as defined in this Section (8). Additionally, where data is submitted to the USPS for correction at Your request, the USPS may also retain such information.

(9) Force Majeure. Lorton Data shall not be in default by reason of any failure in its performance if such failure to perform is otherwise due to causes beyond the reasonable control of Lorton Data, which may include, without limitation, the failure of computers, equipment, or software, or the illness, disability or resignation of Lorton Data's personnel or contractors, to the extent that such default could not be resolved by Lorton Data with reasonable efforts.

(10) Subcontractors. Lorton Data shall have the right to subcontract any or all of its obligations to one or more parties, provided that Lorton Data shall oversee all work performed by subcontractors, and provided that Lorton Data shall remain responsible for the delivery and quality of the goods and/or services ordered herein.

(11) Governing Law. The provision of goods and services covered hereby and all Terms and Conditions hereof shall be governed by, construed and enforced under the internal laws (and not the laws of conflicts) of the State of Minnesota. All actions with respect hereto shall be brought in the state and federal district courts of Hennepin County, MN, and in no other jurisdiction.

(12) Entire Agreement. This Document is the final expression of the Terms and Conditions that govern all Orders placed by You with Lorton Data for the provisions of goods and/or services and may not be contradicted by evidence of any alleged oral agreement or other written agreement. Please read it and keep it for your records. Any unilateral purchase order shall be effective only to specify the services and/or goods ordered and the quantities, and shall be otherwise governed by these Terms and Conditions. If You purchase list rental products or services, the Lorton Data List Rental Terms and Conditions also apply, and are incorporated here by reference.

\* The terms "You" and "Your" as used herein refer to the customer ordering goods and/or services from Lorton Data. Rev 4 - 10/19/12